

IN NUMBERS: WINTER 2025/26 IN TIROL

How many guests visit Tirol every winter? How many ski resorts welcome winter sports enthusiasts to Tirol? How many cross-country ski trails and winter hiking trails does Tirol offer? How many eateries serve Tirolean specialities? The following facts and figures about the heart of the Alps in winter make for interesting reading.

26,408,542 overnight stays were recorded in Tirol during the winter 2024/25 season.

6,133,424 arrivals were registered by Tirol's tourism industry in winter 2024/25.

4,31 days is the average length of stay for guests in Tirol (winter season 24/25).

340,348 guest beds are available in Tirol. Of these, half are in hotels, 42 % in holiday apartments and 5 % in private accommodation providers (winter season 2023/24).

> 80 ski resorts, including single lift ski areas mean Tirol has something to offer every skier and snowboarder.

574 three-thousanders: 574 peaks in Tirol extend to over 3,000 meters above sea level. The 3,798-metre-high Großglockner and 3,768-metre Wildspitze are the province's tallest mountains.

~ 3,400 kilometres of ski runs can be found in Tirol.

> 15 ski resorts offer night skiing. Gliding through the night beneath the glow of the slope's lights is an otherworldly experience.

~ 350 ski schools provide valuable support to winter sports enthusiasts in Tirol. With over 7,000 snow sports instructors in Tirol, they are the first port of call for many visitors from all over the world when it comes to skiing, snow sports and new trends.

~ 750 highly trained Tirolean mountain and ski guides ensure your safety in the mountains.

5 glacier ski resorts in Tirol are blessed with reliable snowfall during their long season. One glacier resort even boasts year-round snow activities.

> **30** brilliantly shaped snow and fun parks for snowboarding and freeskiing are available and invite you to try new tricks.

16 regions in Tirol specialise in winter holidays for the whole family and constitute the Best Family Ski Resorts in Tirol.

99 restaurants are proud bearers of the “Tiroler Wirtshaus” (Tirolean Inn) quality seal and serve traditional, regional fare.

263 gastronomy and hotel businesses have received a “Bewusst Tirol” award and are thus focusing on increased use of regional products in their kitchens.

23 stars: four restaurants were awarded two MICHELIN stars in 20025 and 15 were honoured with one MICHELIN star. This puts Tirol at the top of Austria’s provincial leader board with the most stars and star-rated establishments.

1,856 square kilometres encompass the trans-border Hohe Tauern National Park. Five other Tirolean Nature Parks invite you to explore the fragile beauty of the Alpine landscape.

2,657 gold plated copper tiles adorn the late Gothic oriel of the Golden Roof, making it Innsbruck’s iconic landmark in the heart of the Old Town district.

~ **16,000** active members keep the tradition alive in some 300 brass bands across Tirol.

> **100** + winter sports events, including legendary ones such as the Hahnenkamm World Cup Race in Kitzbühel, the Ski World Cup in Sölden, the White Rush in St. Anton and the Freeride World Tour in Fieberbunn, make Tirol the number one winter sports destination in the Alps.

200 museums and exhibitions in Tirol invite you to browse, learn and discover.

> **4,000** kilometres of well-maintained cross-country ski trails for both classic and skating-style traverse the most beautiful landscapes of Tirol.

12 Tirolean regions have joined forces to create the Tirolean cross-country skiing network and are therefore dedicated to ensuring perfect cross-country skiing conditions and regular quality checks.

> **750** kilometres of well-maintained toboggan runs can be found in Tirol. 86 toboggan runs have been awarded the Tirolean natural toboggan run certificate of excellence.

3 winter long-distance hiking trails criss-cross Tirol - two in the Seefeld region and one in the Paznaun Valley.

9 recommended culinary winter walks lead to unforgettable moments of indulgence in Tirol’s mountain eateries and huts.

With its 34 regional associations, **Tirol** is one of the leading holiday destinations in the Alps. Tirolean tourism is characterised by almost 200 years of history and various pioneering achievements. Summer and winter guests alike appreciate the alpine mountain landscape and nature, the high quality of service and infrastructure, as well as the welcoming hospitality. Based in Innsbruck, Tirol Werbung GmbH is part of the Lebensraum Tirol Holding GmbH group of companies and serves as the provincial tourism marketing organisation, working towards positioning Tirol as the most sought-after and spiritually energising location in the alpine world.

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